MUSEUM OF

WEST SMITHFIELD

MEASUREMENT

Andrew Marcus
Head of Communications, Museum of London
November 2019

MUSEUM OF LONDON

MISSION

The Museum of London is here to enrich the understanding and appreciation of London and all its people – past, present, future.

A home for learning, exploration and adventure, we aspire to be a force for good in London, as London must be for the world.
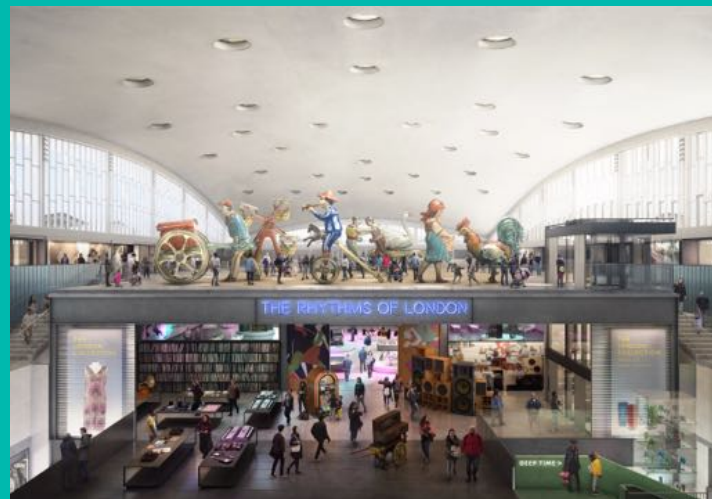
MUSEUM OF LONDON

TODAY

TOMORROW

MUSEUM OF LONDON

WEST SMITHFIELD

MUSEUM OF LONDON

WEST SMITHFIELD

STRATEGIC OBJECTIVES

1 Reach more people

2 Become better known

3 Stretch thinking

4 Engage every school child

5 Stand on our own two feet

MUSEUM OF LONDON

STRATEGIC OBJECTIVES

1 Reach more people

2 Become better known

3 Stretch thinking

4 Engage every school child

5 Stand on our own two feet

MUSEUM
OF LONDON

MARKETING AND COMMS STRATEGY

Identify audiences with growth potential
- Self Developers: enrichment, inspiration and enhanced understanding of London
- Families: balance of fun and learning about London history
- Curiously Minded Tourists: enrichment and immersion into London culture

Understand barriers to visit
- Low brand awareness and understanding (salience)
- Perceptions about locations (difficult to get to, off the beaten track)

Develop a compelling marketing proposition
- Experience the iconic moments from the London story during a great day out in the capital

Define optimum channels for message delivery
- Owned: email, Facebook, Twitter, Instagram, website
- Earned: Time Out, Evening Standard, Metro, national newspapers, radio
- Paid: bus, underground, rail, cinema, paid social, specialist family outlets

MUSEUM OF LONDON

PR METRICS

PRIMARY

- Volume of cuttings
- % top tier targets

PR METRICS

PRIMARY

- Volume of cuttings
- % top tier targets

SECONDARY

- Message delivery
- Brand attributes
- Target audience reach

MUSEUM OF LONDON

MARKETING & COMMS METRICS

VISITOR NUMBERS

- General visits
- Exhibition visits/sales

EXIT INTERVIEWS

- % visitors by segment
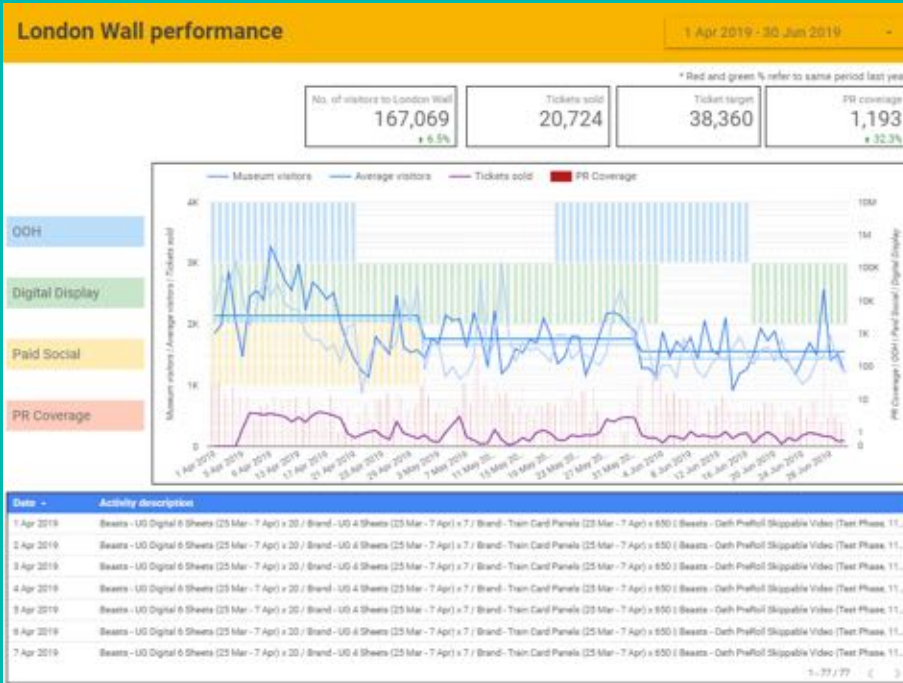- Sources of information

OMNIBUS SURVEYS

- Brand awareness
- Intention to visit
- Ad and comms recall
- Brand associations
- Awareness and support for new museum project
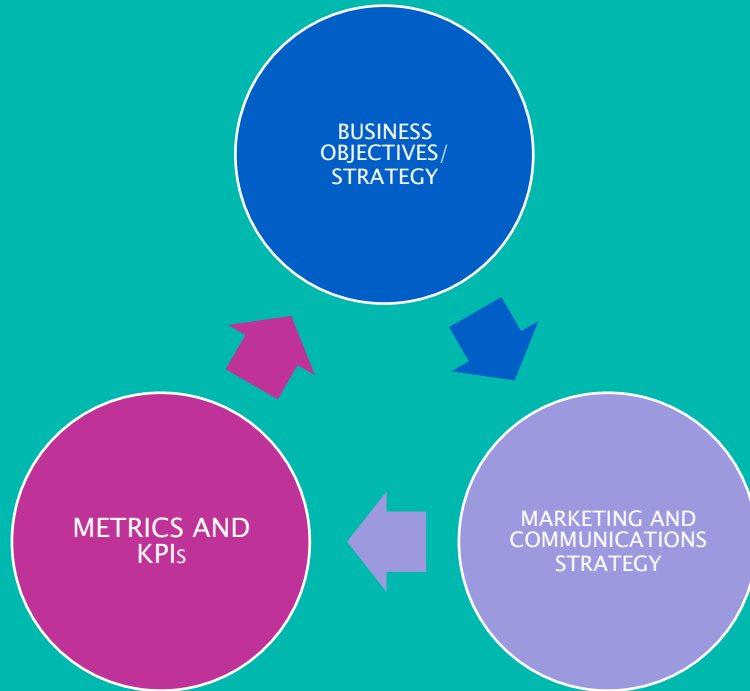
ANALYTICS

- CRM/email
- Social media
- Web

MUSEUM OF LONDON

DASHBOARD